

# International Cadillac V-16 Caravan Made Ready for Tour of Eight European Countries

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THE international Cadillac Caravan, consisting of five de luxe models of the new sixteen-cylinder line, which is scheduled for a European tour this Summer, will leave New York June 12, on the S/S *Deutschland*.

For the past four years, in fact since General Motors Continental introduced the first General Motors caravan in Europe, the importance of caravans has been proven again and again in various plant territories all over the world. All previous caravans, however, have been purely national affairs, the cars or trucks traveling within the boundaries of one country and, it is believed, that an international tour through eight different countries will arouse great interest. It seems fitting that so extensive a venture should be made with the newest and finest representatives of the General Motors line — the V-16 Cadillacs.

T. W. Henderson, Manager of the Cadillac-La Salle Division, is conducting the European tour. The true purpose of the caravan is that of introducing the finest product of General Motors to the European public, to the dealers in the principal buying centers and to our own organization. To this end, the models chosen are: the No. 4175 — seven-passenger Imperial; No. 4235 — Convertible Coupe; No. 4264B — Town Brougham; No. 4260 — Sport Phaeton; No. 4330S — five-passenger Sedan, which will be used for demonstrating purposes throughout the tour.

The models selected give an excellent idea of the various V-16 body styles. Their various color schemes were chosen with the idea of having each car contrast with every other.

According to present plans, one or two

Five Sixteen-Cylinder Models with Unusual Body Types and Distinctive Color Combinations to Sail June 12 for a Three Months' Circuit of the Continent

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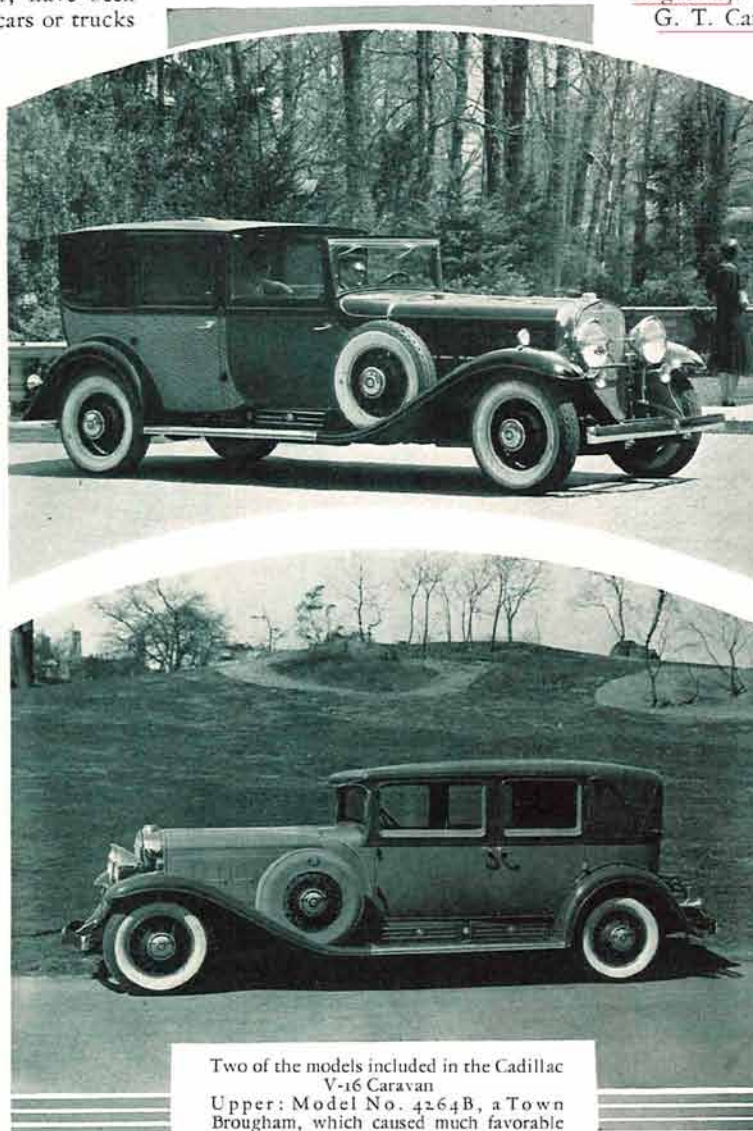
day showings will be held in all the important dealers' establishments; to demonstrate, to interest prospects, and to assist the dealers in creating interest in Cadillac's latest and finest product generally. The tentative itinerary is: Paris, June 23-27; Belgium, June 30-July 5; Holland, July 7-10; direct through Germany to Copenhagen, July 14-16; Stockholm, July 21-25; Berlin, July 28-31; through Germany to Munich, August 8; Switzerland, August 10-15; San Sebastian August 25.

G. T. Carroll, Jr., Regional Cadillac-La Salle Specialist, and S. W. King, Regional Cadillac-La Salle Service Specialist, will accompany the caravan from start to finish. Meanwhile, plant Cadillac Specialists or perhaps Sales Managers will accompany the caravan within the boundaries of their own territories. The arrival of the cars at each stopping point will, of course, be heralded by advertising and publicity programs previously arranged by the local plant.

Much excellent publicity is already in process of preparation and each plant is making plans with dealers throughout its territory which should insure success for Cadillac in each country in the caravan's itinerary.

While five cars will start on the journey through Europe, it is very doubtful that the caravan will remain intact for all of the journey, unless the men in charge exercise their powers of dissuasion to the utmost. The cars are so unusually attractive that the caravan management will undoubtedly be urged by the dealers to grant delivery

of one or more of the different types before the final objective of the international Cadillac caravan is reached.



Two of the models included in the Cadillac V-16 Caravan

Upper: Model No. 4264B, a Town Brougham, which caused much favorable comment when displayed for the first time at the New York Automobile Show

Lower: Model No. 4330S, a five-passenger Sedan, to be used as the demonstration car

4330S



# Cadillac V-16 Caravan Meets with Success in Denmark and Sweden

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**T**HE International V-16 Cadillac Caravan got off to an auspicious start on June 24th in Copenhagen where the five de luxe models made their bow to Europe. The first showing was held in the Angleterre Hotel where the convertible coupe and the town brougham were displayed in the tea room before an audience of invited guests comprising distinguished citizens of the town.

Outside the hotel, where great crowds surrounded them, the other three models were parked on bright red carpets. These cars took invited guests on ten minute demonstration rides and were kept busy for two hours by many eager applicants.

On the following evening, about 200 members of the Royal Society of Engineers were invited to the Industry Building to see the cars on exhibition there and to receive demonstration rides. Mr. Lundsgaard, Sales Promotion Manager gave a short lecture on the V-16 Cadillac and answered many questions from his audience. The models were then put on display at the show room of Messrs. F. Bulow, the Copenhagen dealer, where

## His Majesty, King Gustav of Sweden Visits Show Room of A. B. Hans Osterman, the Stockholm Dealer, to Inspect the Five De Luxe Models at Close Range

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Stockholm where a rousing welcome was given to it by General Motors Nordiska and the Swedish distributor.

The Stockholm plant had organized its publicity program many weeks before and everything was in readiness to capitalize upon the visit of the five Cadillacs. A party of newspaper men who went to the Swedish border to meet the Caravan, accompanied it to the capital.

The cars were first exhibited in the magnificent marble show room of A. B. Hans Osterman. Later, two models were moved to the roof of the building, which

was transformed into a roof garden with sun tents, tables, and chairs for the guests. Representatives of the diplomatic corps, financiers, people prominent in political and social life, well known business men came to the special showing, at which tea and refreshments were served. Many of them went for demonstration rides about the city. Motion pictures were taken of the prominent men and women who availed themselves of the offer.

His Majesty King Gustav of Sweden who came to Mr. Osterman's show room to view the cars at a close range, expressed his admiration of their excellent coach work and mechanical perfection.

Whenever the Cadillacs were on parade in Stockholm an announcement car preceded them. This was a Chevrolet truck placarded on all sides with an announcement of the Cadillac Caravan. The truck attracted much attention and increased the amount of public inspection when the cars stopped for exhibitions.

The first Cadillac V-16 sold in Sweden was purchased by Mr. A. Lundquist, President of the "Stora Kopparbergs Bolag," a firm internationally famous as the oldest limited company in the world.

The Swedish press was tremendously interested in the Caravan, and largely because of the well organized efforts of the local plant, accorded it many columns of valuable publicity.

The Cadillac Caravan left Scandinavia on July 5, en route to Berlin for a similar reception from General Motors G.m.b.H. and Eduard Winter the local Cadillac dealer. The Caravan has since completed its tour of Germany, Holland and Belgium, from all of which cables report similar successes in these countries.

Below: Four of the five caravan models parked outside of the National Museum in Stockholm

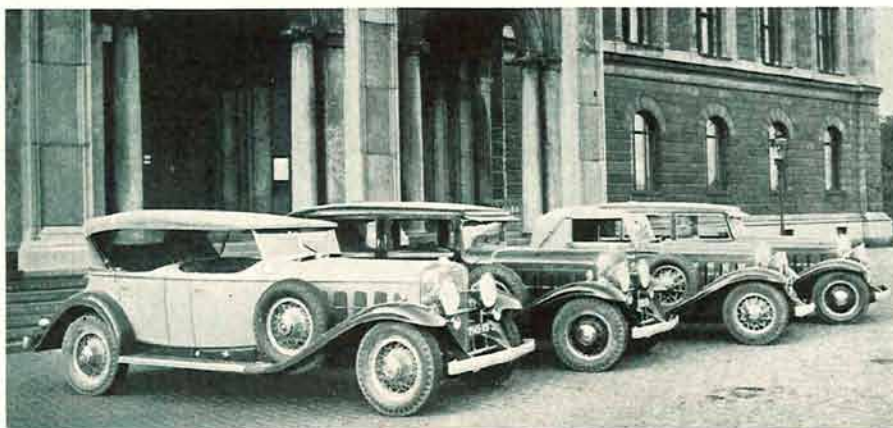


Exporters in charge of the Caravan are welcomed to Stockholm—Left to right: Mr. Wistedt, C. H. Fleming, P. S. Steenstrup, Mr. and Mrs. T. W. Henderson, Mrs. Steenstrup, Mr. Osterman, S. W. King, Mr. and Mrs. G. T. Carroll

hundreds of people came to inspect them.

The large amount of publicity given to the Cadillac Caravan was extremely gratifying as were the comments of the public and the entourage departed from Copenhagen with the conviction that the V-16's official debut in Europe had been a great success.

After successful showings in Gothenburg and Oslo, the Caravan proceeded to





# Cadillac Caravan Makes Bow to Cadillac, France, in Memory of the Founder of Detroit

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THE ancient towers of Chateau Cadillac, in Southern France, which, in the last decade of the 16th century witnessed the departure of Antoine de la Mothe Cadillac for the New World, looked down, in the Summer of 1930, upon a caravan of five American Motor cars, each bearing the name of their scion, which had detoured many miles to pay a visit of courtesy. Certainly no tour of France by the latest Cadillac models would have been complete without a visit to the town named for the family of the founder of Detroit.

The chateau, with its thick gray walls and wide waterless moat, long ago ceased to shelter the Dukes of Epernon, ancestors of le Sieur Cadillac, and its great left wing has been gutted by fire. It stands just off the village square, facing the church wherein the Epernon family lies buried.

In the center of the square is the monument, erected to soldiers of Cadillac who gave their lives in the World War. Here, with the five V-16 Models grouped behind him, T. W. Henderson, in charge of the Caravan, placed a wreath in honor of the man for whom the cars were named.

When the ceremony was completed, the caravan party crossed the stone bridge to the chateau and made a tour of the great

Chateau of Dukes of Epernon Visited and Wreath Placed on World War Monument in Courtesy to Illustrious French Chevalier for Whom Cadillac is Named

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rooms wherein King Henri III, Henri IV, and Louis XIII once lived and where, under the Epernon residency, Queen Anne of Austria and the great Richelieu came as guests. Fortifications stood upon the site as early as 1315 but the chateau was not begun until 1599. It was completed in 1663, three years after the birth of de la Mothe Cadillac. (He was born in 1658!)

In 1701, after he had been in America for perhaps ten years, le Sieur Cadillac, with the approval of King Louis XIV, founded on the shores of Lake Michigan, the Northwest trading post which he called Detroit. After serving as Governor of Louisiana from 1712 to 1717, de la Mothe Cadillac returned to France, was made a Chevalier of the Order of St.

Louis, and died there in the year 1730.

Two centuries later, the little French trading post which he had established with 50 settlers and 50 soldiers had become one of the largest cities in America and the automotive center of the world. Streets, buildings and hotels of Detroit have been named for Chevalier Cadillac but no namesake has carried on the distinction of his name more successfully than the finest product of General Motors. Having adopted his crest as its own, the Cadillac motor car has carried on in his tradition—exploring, establishing new



Right: Main doorway of Chateau Cadillac

Left: Town square of Cadillac, France, the church in which le Sieur Cadillac's ancestors are buried and the monument on which the wreath was placed

Below: Chateau Cadillac, built in 1599?

(it was only completed around 1615)





outposts and then governing in its field.

The latest models of the line which perpetuates the Cadillac name were drawing to the end of a European tour that had embraced Denmark, Sweden, Germany, Holland, Belgium, France, Switzerland and Spain and were on their way north to Paris, the last stopping point. No more fitting conclusion could have been made to their successful tour of Europe than this graceful bow to the town of Cadillac and the ceremony of placing a wreath on the War Monument as a tribute to the memory of the town's illustrious son.

## V-16 Caravan Accomplishes Its Purpose

A review of the International Cadillac V-16 Caravan indicates that its purpose, the introduction of de luxe models of the line to the European public, was evidently accomplished to the full.

During the ten weeks it was on tour, thirty-one formal showings were conducted and forty-four different cities and towns were visited. In its circuit around Europe from Scandinavia to Spain and back to Paris, a total distance of 6,654 miles was recorded.

The shining models that made their European debut in Copenhagen on June 27 arrived in Paris on September 9 without a sign of usage other than the slight signs of road-wear on their tires.

The Cadillacs crossed European frontiers eleven times and at no point was there the slightest difficulty or delay. The customs officials everywhere were not only courteous but manifest a personal interest in the cars and the caravan idea. This courtesy which so greatly facilitated travel was due to the forethought of the Export operations in the countries through which the cars were traveling. Each operation had posted a man at the border to explain the purpose of the Caravan. So efficiently was this done that all baggage of the Caravan party was passed without question—no bag, in fact, was opened at any frontier.

Newspaper publicity for General Motors, for Cadillac and for the individual plants was accorded in quantities beyond expectation. In several countries, greater lineage was secured than through any past effort to break into local print. The tour of an international motor caravan was regarded as news everywhere and certainly the arrival of five V-16 Cadillacs was considered as news in each town along the route.

In each country, newspaper men frequently made two day trips with the Caravan. These trips gave them the opportunity to know, through actual experience, that the stories given them for publication and the things said at meet-



Above: Interested spectators, always to be found around the V-16 Cadillacs during their display before the casino in La Baule

The V-16 roadster before the ancient Castle of Angers which was built in the 12th century by St. Louis

(King Louis IX)

ings of the press had not over-emphasized the qualities of the V-16 Cadillacs.

Cadillac dealers throughout Europe were most appreciative of the Caravan's visit and the evident desire of General Motors to assist them in merchandising the V-16 models.

In Germany alone, more than two hundred demonstrations to Cadillac V-16 prospects were reported. Corresponding numbers of demonstrations were reported from the other territories and there is reason to believe that a representative number of European purchasers in the high priced car class are now familiar with the value and performance of the V-16 Cadillac.

### Caravan Kept to Its Schedule Despite Difficulties

The conduction of a five-car Caravan through nine countries and more than forty cities and towns represents a tour of far different character than the average motor trip. Frequently, from fifteen to twenty men had to be held in readiness to wash and polish the splendid cars so that they might be in "show shape" for a formal display within an hour or two after their arrival. Since many of the exhibitions were held in places such as hotel dining rooms, art galleries and hotel rotundas with important guests invited for a specified hour, it proved to be quite an undertaking to meet some of the schedules and, at the same time, conform to speed laws. Fortunately, there were but few delays.



Albums showing the free publicity, views of the sights along the way, of the exhibitions and of the notable personages who attended them in each town have been prepared as a record of the International Cadillac V-16 Caravan. Many of the photographs will be used for publicity in the United States.

Many actual sales were made as the result of the Caravan's visit and the names of several hundred live prospects were listed by the dealers. The Caravan cars themselves might have been sold many times. The two-passenger Coupe and the demonstration Sedan were sold in Switzerland—the former to a prominent banker of Basle, the latter to a man in Geneva who had made his fortune in America and returned to Switzerland after retiring from business. The other three models were retained for demonstration purposes in Paris during the Automobile Salon in October.